AUTOMATIC SALES PROMOTION SELECTION SYSTEM AND METHOD

Abstract of the Disclosure

5   An automated sales promotion selection system uses neural networks to identify promising sales promotions based on recent customer purchases. The system includes a customer information device that receives customer data relating to customer purchases of items from an inventory of items, a central processing unit having a sales promotion neural network and a storage unit containing a plurality of

10   item identifiers comprising potential customer purchases of additional items from the inventory, wherein the sales opportunity neural network responds to customer data received from the customer information device by determining if one or more of the item identifiers in the storage unit corresponds to an item likely to be purchased by one of the customers, and an output device that receives the item identifiers of the

15   likely purchases determined by the sales promotion neural network and produces a sales promotion relating to at least one of the item identifiers.